

## **Monica Khanna, B.Tech, MMS, Ph.D**

K. J. Somaiya Institute of Management, Vidyavihar (East). Mumbai – 400 077

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Professor Emeritus in Marketing & International Business, Former Director & Dean at K J Somaiya Institute of Management, Somaiya Vidyavihar University, Mumbai. With 28.5 years of experience in Academia and 4 years Industry Experience in Engineering & Industrial Automation with Siemens Ltd, Mumbai. The area of teaching specializations includes Strategic Brand Management, Internationalization and International Marketing, Services Marketing & Management, Marketing Management.

I have continuously pursued my research interests in the areas of brand management, consumer behavior, emerging markets and sustainable development, and presented papers at national and international conferences, publications in leading ABDC category journals (2 A + 4 B + 4 C) such as Journal of Business Research, Journal of Strategic Marketing, Journal of Promotion Management, Journal of International Consumer Marketing, Journal of Marketing for Higher Education, South Asian Journal of Management, Business Perspectives and Research, reviewer for journals, 761 citations as on date, part of British Council international funded research projects on Sustainability and Circular Economy, SPARC 2023 and GCRF 2019 Projects. I have been visiting faculty at IIT Bombay SJMSOM, NITIE Mumbai, University of Applied Sciences, Steyr, Upper Austria; DHBW Stuttgart, Germany, UCLL University of Applied Sciences, Leuven, Belgium; and Institute of Industrial Management, Economics and Trade, St. Petersburg Polytechnic University, St. Petersburg, Russia. Reviewer of research papers for journals, writing articles on invitation in media on various topics in management. Organized international marketing conferences at the Institute from 2011 to 2015 and attended several training programmes. I have successfully guided 4 Ph.D Students - 3 Ph.D candidates from University of Mumbai and 1 from BIT Mesra, Ranchi, while another PhD scholar has submitted her thesis to the University of Mumbai. I also have 3 PhD students under my guidance from Somaiya Vidyavihar University.

I have won jointly with my PhD Student an award for best research paper at MICA Ahmedabad in Jan 2022 (INR 4 lakh cash award), case study writing competitions in 2007 & 2008 with cash awards of INR 1 lakh each year held by Aditya V Birla India Centre at the London Business School, awards for excellence in teaching by Bombay Management Association, Higher Education Forum, Somaiya Vidyavihar, Y K Bhushan Award for 100 Most Dedicated Teachers of India. Elected Member of the Exec Council of All India Management Association (AIMA), New

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Delhi for four consecutive terms from 2015-17 to 2021-23, BMA Executive Council 2009-11, Member of the Board of Governors of MEPSC (Management & Entrepreneurship and Professional Skills Council), New Delhi.

I have traveled abroad to several countries in Europe, USA, China, Japan, Russia, Singapore, Hong Kong, Kenya, Turkey for teaching, research paper presentations, taking part in conferences, exploring collaboration opportunities for University tie – ups. This has helped me to develop an international perspective, especially for the higher education sector and to try to implement the best practices for the development of management education. I was invited as one of the panel speakers for the G20 Women Empowerment Workshop held on 11<sup>th</sup> and 12<sup>th</sup> Feb 2023 in Agra, India.

I took the initiative and coordinated with the Managing Director of Swiss Management Association to take the President of Mumbai Dabbawala Association (Mr Raghunath Medge) as speaker for the 54<sup>th</sup> Swiss Management Association Annual Conference at Zurich in Sept 2017 (Theme: The Right Timing).

I joined K J Somaiya Institute of Management as Lecturer in Nov 1995 and grew through the ranks to become its Director from April 2015 to Nov 2022, and also appointed as Dean of Management Studies after the formation of Somaiya Vidyavihar University from Aug 2021 to Dec 2022. As academic administrator at K J Somaiya Institute of Management, I focused on building quality by leading the Institute to achieve the globally coveted US based AACSB international accreditation in May 2022, Govt of India NBA accreditations, 10-year Autonomous Status from UGC from 2018-19 to 2028-29, ISO 9001:2015 Bureau Veritas Certification & Re-certification, and International Collaborations. The Institute is now ranked among the top 10 private business schools in India and all India ranked between 20<sup>th</sup> – 25<sup>th</sup> Rank, with NIRF rank in top 100.

I also focused on building technology led pedagogy like Bloomberg, Media Analytics Lab, Coursera for Campus along with several e-databases, subscription to Harvard Business Publishing cases, creation of 30 + experiential learning platforms for students and faculty to enable them to engage in multi disciplinary teams in their areas of interest in order to develop their overall confidence and leadership potential, development of holistic self management programme and guide book. During my tenure as Director, I also launched niche MBA programmes like the MBA Healthcare (June 2018), MBA Sports Management (June 2020), MBA Human Resources (June 2020) and MBA Data Science and Analytics (June 2021), creation of the Business Analytics Dept (June 2020), Case Research Centre (Nov 2021) at the Institute. The MBA 2022 batch was launched with 5 major and 10+ minor specializations in order to help students plan their academic learning journeys and career in line with the New Education Policy.

I am a very positive person, and I believe that I have the capability of leading teams for change and culture transformation, going beyond achieving targets, maturity to handle ambiguity, ability to identify new trends and prepare to launch new products and services in management education, specifically to close the gap between Industry 4.0+ and academia.

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### **PROFESSIONAL QUALIFICATIONS**

<b>Ph.D.</b>	University of Pune, June 2006
<b>M.M.S.(Marketing )</b>	University of Mumbai, Narsee Monjee Institute of Management Studies, June 1992, First Class
<b>B.Tech (Electrical Engineering)</b>	National Institute of Technology, Warangal, January 1986, First Class
<b>N.E.T. (Test for Lecturership)</b>	University Grants Commission, UGC Test, New Delhi, June 1999

### **PROFESSIONAL EXPERIENCE**

#### **ACADEMIC EXPERIENCE**

1 <sup>st</sup> June 2024 to date	Professor Emeritus – Marketing & International Business
1 <sup>st</sup> Dec 2022 to 31 <sup>st</sup> May 2024	Professor of Marketing
31 <sup>st</sup> Aug 2019 to 31 <sup>st</sup> Dec 2022	Dean of Faculty of Management Studies, Somaiya Vidyavihar University
19 <sup>th</sup> December 2016 to 30 <sup>th</sup> Nov 2022	Director & Professor of Marketing, K J Somaiya Institute of Management, Mumbai, India
15 <sup>th</sup> April 2015 – 18 <sup>th</sup> Dec 2016	Incharge Director & Professor of Marketing, K J Somaiya Institute of Management, Mumbai, India
June 2012 - April 2015	Professor & Area Chairperson – Marketing Management, K.J. Somaiya Institute of Management, Mumbai, India
2011 to date	Professor, K J Somaiya Institute of Management, Mumbai, India
2005 – 2011	Reader / Associate Professor, K J Somaiya Institute of Management, Mumbai, India
2000 – 2005	Senior Lecturer, K J Somaiya Institute of Management, Mumbai, India
1995 – 2000	Lecturer, K J Somaiya Institute of Management, Mumbai, India

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### **VISITING FACULTYSHIP IN INDIA**

June 2012 – Sept 2012	Visiting faculty – NITIE, Mumbai
September 2007 – November 2012	Visiting Faculty – Shailesh J Mehta School of Management, IIT Bombay
June 1998 - June 1999	Consultant, Indian Institute of Foreign Trade, New Delhi (on sabbatical from K J SIMSR)

### **INTERNATIONAL VISITING FACULTYSHIP**

<b>Dec 2024</b>	International Faculty Exchange – UCLL University of Applied Sciences, Leuven, Belgium, 2 <sup>nd</sup> Dec 2024 – 6 <sup>th</sup> Dec 2024 – to teach the topics of ‘Creating Value for Consumers in Emerging Markets’ and ‘Global Business Management – Opportunities and Challenges in India’.
<b>Dec 2023</b>	International Faculty Exchange – University of Applied Sciences, Steyr, Upper Austria – 11 <sup>th</sup> Dec 2023 – 15 <sup>th</sup> Dec 2023 – to teach the topics of India as an Emerging Market, Challenges and Opportunities; Business and Culture in India; Cross Cultural Marketing, Indian Perspective; Value Based Marketing, Indian Perspective.
<b>Jan 2023</b>	International Faculty Exchange – DHBW Stuttgart – 16 <sup>th</sup> Jan 2023 to 20 <sup>th</sup> Jan 2023 – to teach the subject of Internationalization and International Marketing (30-hour course).
<b>September-2022</b>	International Faculty Exchange – Institute of Industrial Management, Economics and Trade, Peter the Great St. Petersburg Polytechnic University, Russia – Sept 2022 to Dec 2022– to teach the subject of International Project Management from 16 <sup>th</sup> September 2022 to December 2022 (once in two weeks via online Zoom Platform) – this teaching assignment was shared one with another faculty.
<b>September - 2021</b>	International Faculty Exchange – Institute of Industrial Management, Economics and Trade, Peter the Great St. Petersburg Polytechnic University, Russia – Sept 2020 – to teach the subject of Scientific

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Discourse from 17<sup>th</sup> September 2021 to 10<sup>th</sup> December 2021 (once in two weeks via online Zoom Platform)

### **September - 2020**

International Faculty Exchange – Institute of Industrial Management, Economics and Trade, Peter the Great St. Petersburg Polytechnic University, Russia – Sept 2020 – to teach the subject of Scientific Discourse from 11<sup>th</sup> September 2020 to 4<sup>th</sup> December 2020 (once in two weeks via online Zoom Platform)

### **June - 2020**

International Faculty Exchange – DHBW Stuttgart – June 2020 – to teach the subject of International Management from 2nd June 2020 to 5<sup>th</sup> June 2020 (Online Zoom Platform)

### **June - 2019**

International Faculty Exchange – DHBW Stuttgart – June 2019 – to teach the subject of International Management from 3rd June 2019 to 7th June 2019

### **May - 2019**

International Faculty Exchange – Institute of Industrial Management, Economics and Trade, Peter the Great St. Petersburg Polytechnic University, Russia – May 2019 – to teach the subject of International Management from 14th May to 17th May 2019.

### **June - 2018**

International Faculty Exchange – DHBW Stuttgart – June 2018 – to teach the subject of International Management from 4<sup>th</sup> June 2018 to 8<sup>th</sup> June 2018

### **June - 2017**

International Faculty Exchange – DHBW Stuttgart – May - June 2017 – to teach the subject of International Management from 29<sup>th</sup> May 2017 to 2<sup>nd</sup> June 2017

### **June - 2016**

International Faculty Exchange – DHBW Stuttgart – June 2016 – to teach the subject of International Management from 6<sup>th</sup> June 2016 to 10<sup>th</sup> June 2016

### **April - 2015**

International assignment to lecture PhD students at the Hamburg School of Business Administration on “Research Challenges in India”.

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March 2020 onwards      Ph.D Guide – Somaiya Vidyavihar University  
June 2012 onwards      Ph.D Guide – University of Mumbai  
December 2008 - 2015      Ph.D Guide (External) – BIT Mesra, Ranchi

### **INDUSTRY EXPERIENCE**

June 1986 - June 1990      Design Engineer, Siemens Limited, Mumbai  
Area of Industrial Automation which included both hardware and software development.

### **PUBLICATIONS**

#### **PRIZE WINNING PRESENTATION & CASE STUDIES**

Jan 2025      **Monica Khanna**, Udo Wagner, Nisha Subramaniam, Kullvi Whims: Fleece to Fabric Sustainable Value Chain (*product # W40385*), IVEY PUBLISHING.

Jan 2022      Jinal Shah and **Monica Khanna**, Extending UTAUT2 for determining the Post-Adoptive Behaviour of Millennials for MOOCs, FIRST PRIZE Rs 4 Lakhs, 8th International Communication Management Conference (ICMC) 2022, MICA Ahmedabad, India

November 2008      **Monica Khanna**, From Soaps to Software to Soaps – Wipro Acquires Unza - for the Aditya V Birla India Centre at the London Business School, UK – Prize Winning Case Study ( Prize Money : Indian Rupees 1 Lakh ) – Case published on ECCH - Case Reference no. 310-280-1; <http://www.ecch.com/educators/search>

November 2007      **Monica Khanna**, Re-Positioning India Post – From a Logistics Company to a Marketing & Financial Behemoth - Aditya V Birla India Centre at the London Business School, UK – Prize Winning Case Study (Prize Money : Indian Rupees 1 Lakh) - Case published on ECCH - Case Reference no. 608-040-1; <http://www.ecch.com/educators/search>

October 2007      **Monica Khanna**, First Mover Disadvantage – Developing New Consumer Categories in India – The Case for “ Wet Wipes ”, as part of the TCS SMART MANAGER Case Study Competition organized by Smart Manager Magazine, India, Oct -Nov 07, Vol 6, Issue 6, for Management Students;

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[http://thesmartmanager.com/file/TheSmartManager,%20SanjeevGuptaExpert,%20Oct-Nov%2007\\_436.pdf](http://thesmartmanager.com/file/TheSmartManager,%20SanjeevGuptaExpert,%20Oct-Nov%2007_436.pdf)

### **JOURNAL PUBLICATIONS**

#### **Category ABDC Journal Publications (2 A + 4 B + 4 C)**

Isaac Jacob, **Monica Khanna**, Krupa Rai, *Applying Servqual Model To Hearing And Speech Impaired Staff In The Fine-Dine Sme Sector For Assessing Service Outcomes*, Journal of Strategic Marketing, **(Category 'A' Publication)**. DOI : <https://doi.org/10.1080/0965254X.2022.2160482>, Dec 2022

Isaac Jacob, **Monica Khanna**, Krupa Rai, *Attribution Analysis of Luxury Brands: An Investigation into Consumer- Brand Identity Congruence through Conspicuous Consumption*, Journal of Business Research, [doi.org/10.1016/j.jbusres.2019.0](https://doi.org/10.1016/j.jbusres.2019.0). **(Category 'A' Journal)**, July 2019.

**Monica Khanna**, Isaac Jacob & Anjali Chopra, *Marketing of Higher Education Institutes through the Creation of Positive Learning Experiences – Analyzing the Role of Teachers' Caring Behaviors*, Journal of Marketing for Higher Education, DOI: 10.1080/08841241.2021.1966158 **(Category 'B' Journal)**, August 2021

Udo Wagner, Isaac Jacob, **Monica Khanna**, Krupa Rai, *Possession Attachment towards Global Brands: How the "World of Barbie" is Shaping the Mindsets of Millennial Girls*, Journal of International Consumer Marketing, DOI: 10.1080/08961530.2020.1813671 **(Category 'B' Journal)**, September 2020.

**Monica Khanna**, Isaac Jacob, Anjali Chopra, *Promoting Business School Brands through Alumni (Past Customers) - Analyzing Factors Influencing their Brand Resonance*, Journal of Promotion Management, DOI: 10.1080/10496491.2019.1557812, ISSN: 1049-649, pp 1- 17 **(Category 'B' Journal)**, January 2019.

**Monica Khanna**, Isaac Jacob, Neha Yadav, *Identifying and Analyzing Touchpoints for Building a Higher Education Brand*, Journal of Marketing for Higher Education, Volume 24, Issue 1, 2014, pp122-143 **(Category 'B' Journal)**, June 2014.

Jinal Shah, **Monica Khanna**, *Determining the post-adoptive intention of millennials for MOOCs: an information systems perspective*, Information Discovery and Delivery, **(Category 'C' Publication)**, DOI : <https://doi.org/10.1108/IDD-11-2022-0109>, Aug 2023.

Jinal Shah, **Monica Khanna**, *What determines MOOC Success? Validation of MOOC Satisfaction Continuance Model*, Vision : The Journal of Business Perspective, Vision, 0(0). <https://doi.org/10.1177/09722629221131386> **(Category 'C' Publication)**, Nov 2022.

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Jinal Shah, **Monica Khanna**, Rahul Deshpande, *Extending Information System Success Model with Customer Experience: A MOOC System Evaluation*, Business Perspectives and Research, DOI: 10.1177/22785337221092836 (**Category 'C' Publication**), April 2022.

Vilasini Jadhav, **Monica Khanna**, *A Demographic Study of Online Buying Behavior Among College Students in Mumbai, India*, South Asian Journal of Management, Vol.24, Issue No.4, Oct-Dec 2017, ISSN: 0971-5428, pp 11-34 (**Category 'C' Journal**), October – December 2017.

### **Peer Reviewed and Invited Publications**

Dirk Hartel, **Monica Khanna**, Satyendra Upadhayay (2024). *Sustainability Issues in Passenger Transportation – Comparing Germany and India*, FORUM VIEWS, Bombay Stock Exchange Brokers' Forum (BBF) Magazine, Vol. 13, Issue No. 6, 12-15, Sept 2024.

Dirk Hartel, **Monica Khanna**, Satyendra Upadhayay (2024). *Comparison of Selected Modes of Passenger Transportation in the Twin Cities of Mumbai and Stuttgart*, FORUM VIEWS, Bombay Stock Exchange Brokers' Forum (BBF) Magazine, Vol. 13, Issue No. 4, 14-17, July 2024.

Jinal Shah, **Monica Khanna**, Hiren Patel (2021). *Technology Adoption and Continuance of MOOCs : A Systematic Literature Review, Synthesis and Future Research Agenda*, Journal of Content, Community & Communication, Vol. 14 Year 7, 106-132, Amity School of Communication, Amity University Publication, Dec 2021.

**Monica Khanna**, *Transformational Leadership for Management Education*, Book on “COVID-19 Pandemic – Challenges for Management Education”, AMDISA e-book Publication, ISBN: 978-81-954548-1-5, Pages 112-114, August 2021 (**Invited Publication**)

Jadhav, V., & **Monica Khanna** (2016). *Factors Influencing Online Buying Behavior of College Students: A Qualitative Analysis*. The Qualitative Report, 21(1), 1-15. Retrieved from <http://nsuworks.nova.edu/tqr/vol21/iss1/1>, January 2016.

Isaac Jacob, **Monica Khanna**, Neha Yadav, *Beyond Poverty : A Study of Diffusion & Adoption of Feminine Hygiene Products Among Low Income Group Women in Mumbai*, ELSEVIER, Procedia – Social and Behavioral Sciences, 148(2014) 291-298, August 2014.

Hardeep Singh, **Monica Khanna**, *"Embracing Social Media for Responsible Marketing: A Case Analysis of Food and Beverage Marketers (Non- alcoholic)"*, Social Media Marketing - Emerging Concepts and Applications, Excel Publications, ISBN No 978-93-5062-2, pp 218-229, July 2014.

**Monica Khanna**, Karandikar Manisha, *Impact of Relational Collectivism on Impulse Buying for Others*, International Journal of Indian Culture and Business Management, Vol. 7, No. 4, 2013, ISSN Print 1753-0806, pp 589-604, December 2011.



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**Monica Khanna**, Karandikar Manisha, Kuruvilla Shelja, *Impact of In- Store Influences on Impulse Buying*, Journal of Management Development & Research, Vol-1, Issue -2, Kohinoor Business School, Pune, India, ISSN No. . 2249-023X, January 2011.

**Monica Khanna**, Karandikar Manisha, Arekar Kirti, *Is Impulse Buying Product Specific in India*, South Asian Business Review, Vol 2, No. 2, Birla Institute of Management and Technology, Greater Noida, India, ISSN 0975 – 4326, January 2011.

**Monica Khanna**, *Destination Branding – Developing Brand India*, Synergy, Journal of K. J. Somaiya Institute of Management Studies & Research, Mumbai, India, ISSN 0973-8819, January 2011.

**Monica Khanna**, Banerjee Avipsha, *Marketing of Luxury Brands*, Synergy, Journal of K. J. Somaiya Institute of Management Studies & Research, Mumbai, India, ISSN 0973- 8819, January 2010.

**Monica Khanna**, Ghai Suresh, Rawat S, *Retail Power - A Study of the Rise of the Private Labels and its Customer Perception*, Synergy, Journal of K.J. Somaiya Institute of Management Studies & Research, Mumbai, India, ISSN 0973-8819, July 2008

**Monica Khanna** – *Brand Loyalty and the Urban Indian Women: Understanding their Buying Behavior Across Different Product Categories*, Synergy, Journal of K.J. Somaiya Institute of Management Studies & Research, Mumbai, India, ISSN 0973-8819, July 2007.

## **CONFERENCE PROCEEDINGS**

**Monica Khanna**, Satyendra Upadhyay, YLP Thorani, Andreas Zehetner, Strinivasn S. Pillay, Nellie Kozlova, *Sustainability Consciousness and Collective Responsibility – Analyzing the Knowledge, Awareness and Practice towards e-Waste Management among University Students in India, Austria, South Africa and Russia*, 13th International Conference on Sustainable Waste Management & Circular Economy and IPLA Global Forum 2023, page 59, Dec 2023.

Meesum Zaidi, Akansha Garg, Ketan Saksena, Satyendra Upadhyay, **Monica Khanna**, *Studying Food Wastage Management Practices in Mass Food Preparation Kitchens*, 5<sup>th</sup> International Conference on Challenges in Emerging Economies, 5<sup>th</sup> GMCEE 2022, K J Somaiya Institute of Management, Mumbai (Conference Book of Proceedings), ISBN: 978-81-957782-1-8, pp 436-444, December 2022.

Nora Bhatia, **Monica Khanna**, *Organizational Learning Orientation and its Impact on Organizational Agility – A Study in the Indian Context*, 5<sup>th</sup> International Conference on Challenges in Emerging Economies, 5<sup>th</sup> GMCEE 2022, K J Somaiya Institute of Management, Mumbai (Conference Book of Proceedings), ISBN: 978-81-957782-1-8, pp 70-78, December 2022.

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Nora Bhatia, **Monica Khanna**, Anjali Chopra, *The Relationship Between Organization Culture and Organizational Agility – A Study in the Indian Context Based on the Denison Organizational Culture Model*, 4<sup>th</sup> International Conference on Challenges in Emerging Economies, 4<sup>th</sup> GMCEE 2021, K J Somaiya Institute of Management, Mumbai (Conference Book of Proceedings), ISBN: 978-81-951906-6-9, pp 15-29, December 2021.

Jinal Shah, **Monica Khanna**, *A Study on Factors Influencing MOOC Adoption and Usage among the Millennials*, International Conference on Business Research and Innovation, ICBRI, 2021, MDI Murshidabad, (Conference Book of Proceedings), ISBN: 978-81-952843-7-5, pp 323-339, July 2021

Isaac Jacob, Krupa Rai, **Monica Khanna**, Devarsh Muni, Mohak Shah, *'Distanced Asset – We own it, but we don't : A study of Archetypical Behavior of Indian Consumers in the Shared Economy'*, 15<sup>th</sup> SIMSR Global Marketing Conference – 15SGMC, K J Somaiya Institute of Management, Mumbai (Conference Book of Proceedings), ISBN 978-81-936405-3-1, pp 255-261, February 2020

Nora Bhatia, **Monica Khanna**, *Analyzing Implicit Biases, Team Effectiveness and Organizational Agility in the Indian Context, Demystifying Team Dynamics*, 6<sup>th</sup> International HR Conference, K J Somaiya Institute of Management, Mumbai (Conference Book of Proceedings), ISBN 978-81-934533-7-7, pp 221-223, February 2019.

Anjali Chopra, **Monica Khanna**, Sonali Jaju, Vrushali Avhad, *Antecedents of Influencer Marketing in Purchase Intention with Specific Focus on Product - Influencer Fitment in the Indian Context*, Marketing to Millennials (Conference Book of Proceedings), ISBN 978-81- 934533-8-4, pp 221-230, February 2019.

Vilasini Jadhav, **Monica Khanna**, Isaac Jacob, *The Impact of Marketing Mix Elements on Millennials Attitude towards Online Shopping Behaviour*, Marketing to Millennials (Conference Book of Proceedings), ISBN 978-81- 934533-8-4, pp 130-133, February 2019.

Vilasini Jadhav, **Monica Khanna**, Isaac Jacob, *Service Quality Perception of Global Versus Local Online Retailers Operating in India*, Marketing to the Global Consumer (Conference Book of Proceedings ), ISBN 978-93- 81715-14-7, pp 230-232, February 2018.

Hardeep Singh, **Monica Khanna**, Apurv Anand Tekriwal, *Factors Contributing to Actual Behavioral Control in the Adoption of Healthy Food Choices – Self Efficacy, Convenience, Hedonism, Marketing to the Global Consumer* (Conference Book of Proceedings), ISBN 978- 93-81715-14-7, pp 58-63, February 2018.

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Hardeep Singh, **Monica Khanna**, Sumeteesh Kanjani, *Exploring Triggers and Barriers to Healthy Food Choices, Marketing to the Global Consumer* (Conference Book of Proceedings), ISBN 978 - 93-81715-14-7, pp 14-22, February 2018.

Hardeep Singh, **Monica Khanna**, *Applying The Theory of Planned Behavior to Study Adoption of Healthy Food Choices Among Urban Indian Adults*, New Age Customer Centric Marketing, (Conference Book of Proceedings), ISBN 978-93-85537-04-2, pp 100-107, February 2017

Vilasini Jadhav, **Monica Khanna**, *An Empirical Examination of College Students' Demographics on Online Buying Behavior in Mumbai*, New Age Customer Centric Marketing, (Conference Book of Proceedings), ISBN 978-93-85537-04-2, pp 135-137, February 2017

Hardeep Singh, **Monica Khanna**, *A Proposed Self-Efficacy based Segmentation of Consumers of Healthy Food Choices*, Experiential Marketing: Touch points. Technology. Communication. Customer Interface, 10<sup>th</sup> SIMSR Global Marketing Conference, 11SGMC, K J Somaiya Institute of Management, Mumbai, (Conference Book of Proceedings), ISBN 978-9385-777-196, pp 17-23, February 2016.

Hardeep Singh, **Monica Khanna**, Abhishekh Samanta, *Factors Influencing Food Choice Among Urban Indian Young Adults- Implications for Food and Beverage Marketers, Innovation based Sustainable Practices of Organizations*, (Conference Book of Proceedings), ISBN 978- 93-83003-01-3, pp 225-233, March 2015.

Vilasini Jadhav, **Monica Khanna**, *Online Shopping Behavior Among College Students in Mumbai, Engagement Marketing: Consumers. Markets. Technology*, 10<sup>th</sup> SIMSR Global Marketing Conference, 10SGMC, K J Somaiya Institute of Management, Mumbai, (Conference Book of Proceedings), ISBN 978-81-7039-292-7, pp 43- 47 (Best Research Paper presented in the Conference), February 2015.

Shalini Talwar, **Monica Khanna**, Isaac Jacob, *A Critical Analysis of Value Drivers for e-Brands*, Engagement Marketing: Consumers. Markets. Technology, 10<sup>th</sup> SIMSR Global Marketing Conference, 10SGMC, K J Somaiya Institute of Management, Mumbai, (Conference Book of Proceedings), ISBN 978-81-7039-292-7, pp 178-187 (Third Prize for Research Paper presented in the Conference), February 2015.

**Monica Khanna**, Ralston Rajvaidya, *A Conceptual Study on Affordable Luxury in India*, Engagement Marketing: Consumers. Markets. Technology, 10<sup>th</sup> SIMSR Global Marketing Conference, 10SGMC, K J Somaiya Institute of Management, Mumbai, (Conference Book of Proceedings), ISBN 978-81-7039-292-7, pp 82-88, February 2015.

Hardeep Singh, **Monica Khanna**, *International Regulations on the Promotion of Processed Food and Beverages to Children – Implications for India*, Engagement Marketing: Consumers. Markets. Technology, 10<sup>th</sup> SIMSR Global Marketing Conference, 10SGMC, K J Somaiya Institute of

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Management, Mumbai, (Conference Book of Proceedings), ISBN 978-81-7039-292-7, pp 50-54, February 2015.

**Monica Khanna**, Karandikar Manisha, *Impact of Shopping Groups on Impulse Buying Behavior in India*, for the LCBR European Marketing Conference 2010, held and organized by the Lupcon Center for Business Research, Munich, Germany, ISSN 2190-7935, available at <http://www.lcbr-online.com/indexfiles/WebProceedingsEMC2010.pdf>, June 2010.

### **CHAPTERS IN BOOKS**

**Khanna, M. (2024).** Is Selfless Service to Society a Sustainable Concept? The Case of a Street School in Mumbai. In: Thrassou,A., Vrontis,D., Efthymiou,L., Weber,Y., Shams,S.M.R., Tsoukatos,E. (eds) Non-Profit Organisations, Volume III. Palgrave Studies in Cross-disciplinary Business Research, In Association with EuroMed Academy of Business. Palgrave Macmillan, Cham. [https://doi.org/10.1007/978-3-031-62534-3\\_11](https://doi.org/10.1007/978-3-031-62534-3_11), August 2024

**Khanna, M. (2012).** From Soaps to Software to Soaps — Wipro Acquires Unza. India Inc: Acquiring its Way to a Global Footprint. In: Yesudian, S. (eds) India: Acquiring its Way to a Global Footprint. Palgrave Macmillan, London. [https://doi.org/10.1057/9780230363533\\_4](https://doi.org/10.1057/9780230363533_4)

**Khanna, M.** and Karandikar, M. **(2011).** Customer Impact of Reference Groups on Impulse Buying, for the book published by Excel India Publishers titled **MARKETING IN TRANSITION**, pp 35-41, ISBN 93 – 81361 -58-4 **(Chapter in Book)**, January 2011

**Khanna, M. (2008) and Ghai, S. (2008).** Customer Satisfaction Survey for an e-Brand – A study of the e-Brand PaGalGuy.com, for the Advanced Research Series published by Macmillan India Limited titled **BRANDS RISING as Products Fall**, pp 159-173, ISBN 023 – 063- 677-2 **(Chapter in Book)**, December 2008.

**Khanna, M. (1998).** Qualitative Research, Marketing Research MS – 66, Unit 3, Indira Gandhi National Open University, School of Management Studies, New Delhi, pp 5- 15, ISBN -81-7605-355-4 **(Chapter in Book)**, June 1998.

**Khanna, M. (1998).** Cluster Analysis and Multi-Dimensional Scaling, Marketing Research MS – 66, Unit 4, Indira Gandhi National Open University, School of Management Studies, New Delhi, pp 36 -46, ISBN 81-7605-367-8 **(Chapter in Book)**, June 1998.

### **BOOK CO-EDITOR**

Business Theories & Practices Around the World, Conference Proceedings, Conference of the Euromed Academy of Business, ISBN 978-81-936405-5-5 **(Co-Editor)**, February 2020

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MarkTech 2.0, Conference Proceedings, 15th SIMSR Global Marketing Conference, ISBN 978-81-936405-3-1 **(Co-Editor)**, February 2020

Marketing to Millennials, Conference Proceedings, 14th SIMSR Global Marketing Conference, ISBN 978-81-934533-8-4 **(Co-Editor)**, February 2019

Marketing to the Global Consumer, Conference Proceedings, 13th SIMSR Global Marketing Conference, ISBN 978-93-81715-14-7 **(Co-Editor)**, February 2018

New Age Customer Centric Marketing, Conference Proceedings, 12th SIMSR Global Marketing Conference, ISBN 978-9385-537-04-2 **(Co-Editor)**, February 2017

Experiential Marketing: Touch points. Technology. Communication. Customer-Interface, Conference Proceedings, 11th SIMSR Global Marketing Conference, ISBN 978-9385-777-196 **(Co-Editor)**, January 2016

Engagement Marketing: Consumers. Markets. Technology, Conference Proceedings, 10th SIMSR Global Marketing Conference, ISBN 978-81-7039-292-7 **(Co-Editor)**, February 2015

Ubiquitous Marketing: Unwired Consumers... Rewriting Rulebooks, Conference Proceedings, 9th SIMSR Global Marketing Conference, ISBN 978-81-7039-289-7 **(Co-Editor)**, January 2014.

Marketing Metamorphosis: Transforming Lives ... Nurturing Lifestyles, Conference Proceedings, 8th SIMSR Global Marketing Conference, ISBN 978-81-7039-286-6 **(Co-Editor)**, January 2013.

Marketing Unbound, Selected Book of Research Papers, 7th SIMSR Asia Marketing Conference, ISBN 978-81-7039-283-5 **(Co-Editor)**, April 2012.

### **PARTICIPATION & PRESENTATION OF PAPERS IN NATIONAL / INTERNATIONAL SEMINARS, CONFERENCES, WORKSHOPS / SEMINARS ETC**

**Monica Khanna**, Dirk Hartel, Satyendra Upadhyay, Analysing Sustainability Legislations, Policies and Paradoxes for the Individual Transportation Ecosystems: Comparing India and Germany, 14th International Conference on Sustainable Waste Management & Circular Economy and IPLA Global Forum 2024, GITAM School of Business, GITAM University, Vishakhapatnam, India, 28<sup>th</sup> Nov 2024 – 1<sup>st</sup> Dec 2024. BEST PAPER PRESENTATION in the SUSTAINABILITY TRACK.

**Monica Khanna**, Udo Wagner, Avipsha Thakur, Beauty Lies in the Eyes of the Beholder: Analyzing Sustainable Fashion and its Value Chain in India, 2024 Global Fashion Management Conference, GFMC 2024, Milano, Italy, 11<sup>th</sup> – 14<sup>th</sup> July 2024.

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**Monica Khanna**, Satyendra Upadhyay, Thorani L P Yediballi, Andreas Zehetner, Strinivasn S Pillay, Nellie Kozlova, Sustainability Consciousness and Collective Responsibility – Analysing the Knowledge, Awareness and Practice towards e-Waste Management Among University Students in India, Austria, South Africa and Russia, 13<sup>th</sup> International Conference on Sustainable Waste Management & Circular Economy & IPLA Global Forum, 29<sup>th</sup> Nov – 2<sup>nd</sup> Dec 2023, K J Somaiya Institute of Management, Mumbai.

Jinal Shah, **Monica Khanna**, Computed Compatibility: *Extending UTAUT2 for determining the Post-Adoptive Behaviour of Millennials for MOOCs*, ICMC 2022, The Future of Business in a Digital Era : Data, Analytics, and Narratives, MICA Ahmedabad, Online. First prize : Rs 4 Lakhs

Jinal Shah, **Monica Khanna**, *Determining Post-Adoptive Behavior of MOOCs Among Millennials*, Management Doctoral Colloquium, “SHODH SAMAGAM” 2021, 9<sup>th</sup> –10<sup>th</sup> Dec 2021, IIM Vishakhapatnam, Online.

**Monica Khanna**, Isaac Jacob and Anjali Chopra, ‘*Building the Organizational “ABILITY TO COPE” Model in Change, Crisis and Disruptive Situations – Analyzing Underlying Institutional and Individual Factors*’, 4<sup>th</sup> International Conference of Marketing, Strategy and Policy Research Center, University of Newcastle, London, UK., 9<sup>th</sup> – 11<sup>th</sup> December 2020 (Virtual Conference).

Suneetha, Kandi, Ismat, Rahman, Debashree De, Dey K. Prasanta, **Monica Khanna.**, & Asawin Pasutham, *Presenteeism and Productivity loss in working women of India, Thailand & Bangladesh due to Menstrual problems*, 10th International Conference on Sustainable Waste Management towards Circular Economy, Jadhavpur University, 2nd – 4th December 2020.

Anjali Chopra, **Monica Khanna**, Isaac Jacob, ‘*From Touch & Feel to Touch Screen Shopping of Color Cosmetics: Analyzing Drivers of Behavioral Intention and Loyalty Among Millennial Women in Emerging Economies*’, Global Marketing Conference, GAMMA 2020, Seoul, 5<sup>th</sup> – 8<sup>th</sup> November 2020 (Virtual Conference).

**Monica Khanna**, Isaac Jacob, Anjali Chopra ‘*Conversations with Consumers: Analyzing Triggers and Barriers for Resurrecting the Tourism Sector in Post COVID World*’, International Scientific Conference, Global Challenges of Digital Transformation of Markets (GDTM’2020), 24<sup>th</sup> – 25<sup>th</sup> September 2020, Peter the Great St Petersburg Polytechnic University, Russia (Virtual Conference)

Vilasini Jadhav, **Monica Khanna**, *Online Shopping Behavior of Millennials: Analyzing Effect of Behavioral and Demographic Characteristics*, Conference of the Euromed Academy of Business, 5<sup>th</sup> – 7<sup>th</sup> February 2020, K J Somaiya Institute of Management Studies & Research, Mumbai, India.

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**Monica Khanna**, Isaac Jacob, Anjali Chopra, *We have a Resonating Story to Tell: Analyzing Alumni (Past Customers) as Advocates of Higher Education Brands Through Their Lived Experiences*, Conference of the Euromed Academy of Business, 5th – 7th February 2020, K J Somaiya Institute of Management Studies & Research, Mumbai, India.

**Monica Khanna**, *Collaboration and Co – creation between the FOR PROFIT and DISADVANTAGED SECTORS for developing sustainable entrepreneurial ecosystems*, International Conference on Sustainable Development in Emerging Countries, 13th – 14th July 2019, School of Business and Tourism Management, Yunnan University, Kunming City, China.

**Monica Khanna**, Isaac Jacob, Anjali Chopra, *Analyzing Factors That Influence Brand Resonance Among Alumni (As Past Customers) To Develop Brand Equity For Higher Education Brands*, GAMMA 2018 Global Marketing Conference, 26th – 29th July 2018, Tokyo, Japan.

Isaac Jacob, **Monica Khanna**, Krupa Rai, *From Differently-Abled to Distinctly-Enabled: Creating Social Capital Using Servqual Model-The Case of Mirchi & Mime in Mumbai*, GAMMA 2018 Global Marketing Conference, 26th – 29th July 2018, Tokyo, Japan.

**Monica Khanna**, Isaac Jacob, Krupa Rai, *Analyzing Brands as Communicators Of Opinion Leadership And Its Influence On Raising Social And Behavioral Consciousness And Change*, 23rd International Conference on Corporate and Marketing Communications, 12th – 13th April, 2018, University of Exeter, Exeter, UK.

Isaac Jacob, **Monica Khanna**, Krupa Rai, *Attribution Analysis of Luxury Brands: An Investigation into Consumer- Brand Identity Congruence through Conspicuous Consumption*, 23rd International Conference on Corporate and Marketing Communications, 12th – 13th April, 2018, University of Exeter, Exeter, UK

**Monica Khanna**, 1st Future of Learning Conference, IIM Bangalore, 15th - 16th Jan, 2018

**Monica Khanna**, 1st South and South East Asian University Rectors Forum, Yunnan University, Kunming City, China, 26th – 27th Nov, 2017

**Monica Khanna**, Anjali Chopra, Isaac Jacob, *Jacob: Analyzing Dimensions of Caring Behavior that Impact and Create Lifetime Memories: The Student – Teacher Relationship in a Digitized World*, 8th EMAC Regional Conference, Timisoara, Romania, 20th to 22nd Sept, 2017

**Monica Khanna**, Isaac Jacob, Hardeep Singh, *Establishing Academic Leadership through INDUSTRY SPECIFIC EMPLOYMENT ORIENTED Teaching Learning Model*, 7th IMC Conclave co-organized by mbauniverse.com and IIM Ahmedabad at IIM Ahmedabad, 4th to 6th August 2016.

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Isaac Jacob, **Monica Khanna**, Krupa Rai, *Analyzing The Cross Cultural Impact Of The “World Of Barbie” On Young Indian Girls In Shaping Their Mindset To Belong To A Transnational Imagined Community*, 2016 Global Marketing Conference, Hong Kong, 21st to 24th July 2016

**Monica Khanna**, Isaac Jacob, Krupa Rai, *Analyzing influencers in consumer-brand relationship for heritage brand in personal care category by conducting symmetric, causal and asymmetric tests*, 2016 Global Marketing Conference, Hong Kong, 21st to 24th July 2016

**Monica Khanna**, Director’s Forum 2016, 2nd Asian Management Conclave, Singapore, 9th March 2016

Singh, H.& **Khanna, M.** (2016). *A Proposed Self-Efficacy based Segmentation of Consumers of Healthy Food Choices*, at the 11th SIMSR Global Mktg Conference (1st Prize), Jan 2016.

Jadhav, V., & **Khanna, M** (2016), *Online Shopping Behavior: A Focus Group Study*, at the 11th SIMSR Global Marketing Conference, Mumbai (2nd Prize), January 2016.

**Monica Khanna**, *The Dilemma of Faculty Shortage, Conference on Accreditation of Institutional Learning and Growth*, AMDISA, Hyderabad, December 2015.

**Monica Khanna**, Isaac Jacob, *Identifying and Analyzing Sources and Dimensions of Brand Personality for a Business School*, 44th European Marketing Academy Conference ( EMAC 2015 ), KU Leuven and Vlerick Business School in Leuven, Belgium, May 2015.

**Monica Khanna**, Research Challenges in Emerging Economies, Doctoral Seminar, HSBA, Hamburg School of Business Administration, Hamburg, Germany, April 2015.

**Monica Khanna**, Isaac Jacob, *Transforming into a Thought Leader with the Big Brand Idea : The Case of “ Jaago Re ” with Tata Tea*, 20th Corporate and Marketing Communications Conference, Izmir University of Economics, Izmir, Turkey, April 2015.

**Monica Khanna**, Conference Chairperson, 10th SIMSR Global Marketing Conference, Feb 24th -25th 2015. Theme of the Conference “Engagement Marketing: Consumers. Markets. Technology”, held in academic association with College of Business and Public administration, San Bernardino, USA.

**Monica Khanna**, Isaac Jacob, *Rejuvenating a Quintessential Brand: The Legend of Royal Enfield*, 19th Corporate and Marketing Communications Conference, Università Cattolica Del Sacre Coeur, Milan, Italy, April 2014.

**Monica Khanna**, Conference Chairperson, 9th SIMSR Global Marketing Conference, Jan 6th



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– 8th 2014. Theme of the Conference “*Ubiquitous Marketing: Unwired Consumers .... Rewriting Rulebooks*”, held in academic association with College of Business and Public Administration, San Bernardino, USA and Management University of Africa, Nairobi, Kenya.

Isaac Jacob, **Monica Khanna**, Neha Yadav, *Beyond Poverty: A Study of Diffusion & Adoption of Feminine Hygiene Products Among Low Income Group in Mumbai*, 2nd International Conference on Strategic Innovative Marketing, Czech Republic, Prague, September 2013.

**Monica Khanna**, Conference Chairperson, 8th SIMSR Global Marketing Conference, Jan 4th & 5th 2013, organized by K J Somaiya Institute of Management, Mumbai; in academic association with Xiamen University, China and College of Business and Public Administration, California State University, San Bernardino, USA. Theme of the Conference: “Marketing Metamorphosis: Transforming Lives. Nurturing Lifestyles”.

**Monica Khanna**, Isaac Jacob, Neha Yadav, *Knowledge Management in Management Education: Identifying & Analyzing Knowledge Touch Points for Building an Educational Brand*, 4th International Conference on Industry and Higher Education, Management University of Africa, Nairobi, Kenya, October 2012.

**Monica Khanna**, Conference Chairperson, 7th SIMSR Asia Marketing Conference, Jan 6th & 7th 2012, organized by K J Somaiya Institute of Management, Mumbai; in academic association with AIT Bangkok, Deakin University Australia, and College of Business and Public Administration, California State University, San Bernardino, USA. Theme of the Conference “Marketing Unbound”.

**Monica Khanna**, Conference Chairperson, 6th SIMSR Asia Marketing Conference, Jan 2nd & 3rd 2011, organized by K J Somaiya Institute of Management, Mumbai; in academic association with AIT Bangkok, Deakin University Australia. Theme of the Conference “Marketing in Transition”.

**Monica Khanna**, Manisha Karandikar, *Extent of Impulse Buying for Self and Others*, for the 4th IIMA Conference on Marketing in Emerging Economies, organized by Indian Institute of Management, Ahmedabad, India, January 2011.

**Monica Khanna**, Manisha Karandikar, *Impact of Relational Collectivism on Impulse Buying*, for the International Conference on Demography, Culture and Marketing, organized by the Xavier’s Institute of Management, Bhubaneswar, India, January 2010.

**Monica Khanna**, Manisha Karandikar, *Impact of Shopping Groups on Impulse Buying Behavior in India*, for the LCBR European Marketing Conference 2010, held and organized by the Lupcon Center for Business Research, Munich, Germany. (In absentia), June 2010.

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**Monica Khanna**, *Destination Branding – Developing Brand India*, for the International Conference on Brand Management held at IMT Ghaziabad, India, June 2010.

**Monica Khanna**, Manisha Karandikar, *Evaluating Impulse Buying from a Cultural Perspective*”, for the 7th AIMS International Conference on Management – held at Indian Institute of Management, Bangalore, India, December 2009.

### **SIMSR Global Marketing Conference - Best Paper Awards**

#### **Third Prize**

Monica Khanna, Isaac Jacob, Anjali Chopra, 5<sup>th</sup> and 6<sup>th</sup> May, 2021 - *The Power to Discern, Feelings of Helplessness and Conscious Consumerism – Analyzing Consumer Mindsets in Emerging Markets*, **16th** SIMSR Global Marketing Conference, 2021 – conducted by the Marketing Department of K J Somaiya Institute of Management, Mumbai.

#### **First Prize**

Jacob. I., Rai, K., Khanna, M., Muni, D., & Shah, M. (2020, January). *Distanced Asset- We Own It, But We Don't: A Study of Archetypical Behavior of Indian Consumers in the Shared Economy* – research paper presented at the 15<sup>th</sup> SIMSR Global Marketing Conference, 23<sup>rd</sup> to 24<sup>th</sup> Jan, 2020.

#### **First Prize**

Jadhav V, Khanna M, Jacob I (2019) *The Impact of Marketing Mix Elements On Millennials Attitude Towards Online Shopping Behaviour*, research paper presented at the 14<sup>th</sup> SIMSR Global Marketing Conference, 7<sup>th</sup> to 8<sup>th</sup> Feb, 2019

#### **Second Prize**

Chopra, A; Khanna M; Jaju, S, Avhad V (2019) *Antecedents Of Influencer Marketing In Purchase Intention With Specific Focus On Product - Influencer Fitment In The Indian Context*, research paper presented at the 14<sup>th</sup> SIMSR Global Marketing Conference, 7<sup>th</sup> to 8<sup>th</sup> Feb, 2019.

#### **Second Prize**

Singh, H; Khanna M; S Kanjani (2018) *Exploring Triggers and Barriers to Healthy Food Choices – A Qualitative Study* – research paper presented at the 13<sup>th</sup> SIMSR Global Marketing Conference, 15<sup>th</sup> and 16<sup>th</sup> Feb, 2018.

### **MAJOR FUNDED RESEARCH / CONSULTANCY PROJECTS**

**Grant by SPARC (Scheme for Promotion of Academic and Research Collaboration), Adoption of Circular Economy Approaches in Sustainable E-Waste Management in India and Russia: Cross Learning Opportunities and Solution Strategies**, Principal Investigator at

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K J Somaiya Institute of Management along with Collaboration Partners at IIM Mumbai (NITIE) and IRMA Anand, Peter the Great St Petersburg Polytechnic University, Russia. Grant of INR 78 Lakhs Approx awarded in July 2023 – Ongoing Project.

**Grant by the British Council, Going Global Partnership Scheme, Pilot for Masters in Circular Economy, Research Grant to Aston University**, along with Collaboration Partners Gandhi Institute of Technology and Management, Pandit Deendayal Energy University, Gandhinagar, **K J Somaiya Institute of Management, Mumbai**, Indian Institute of Technology, Kharagpur and Jadavpur University, Kolkata, India, Grant of 90,000 GBP awarded in Nov 2021 – Ongoing Project.

**Social Wellbeing and Mental Health Challenges of Employees of Small and Medium Sized Enterprise (SMEs) in Emerging Economies, Global Challenges Research Fund, GCRF 2019**, UK, September 2019.

**Feasibility Analysis: New Educational Institution in the areas of Adipur, Gandhidham, Anjaar and Bhuj, Somaiya Trust**, Mumbai, October 2012.

**Perception of US fashion Brands in India** - for Dr Byoungho Jin, Associate Professor and Graduate Coordinator, Oklahoma State University, USA – conducted focus group discussions and data collection through a questionnaire among the target group of customers, June 2007 to October 2007.

**Time Perspective and Consumer Behavior: Adoption of New Products by Consumers** – for Prof Kiran Karande- Associate Professor at the Old Dominion University in USA – conducted focus group discussions and data collection through a questionnaire among the target group of customers, December 2006.

**Knowledge Management in the SSI Sector in India – Pharma Industry** - for Indian Institute of Foreign Trade, New Delhi - complete project execution carried out, including developing a questionnaire for the survey and conducting the survey, June 2006.

**Feasibility of Launching Panchkarma Center** at the K. J. Somaiya Hospital and Medical College, Mumbai – complete project carried out, including developing the questionnaire and conducting the survey, May 2006.

**Knowledge Management in the SSI Sector in India – Food Processing Industry** – for Indian Institute of Foreign Trade, New Delhi - complete project execution carried out, including developing a questionnaire for the survey and conducting the survey, February 2006.

**Corporate Image Building Exercise** for Siemens Corporate Finance Private Limited, Mumbai - complete project execution carried out, including developing a questionnaire for the survey and conducting the survey, February 2006.

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**Export Potential Survey of the Vidharbha Region of Maharashtra** – for IIFT New Delhi - conducted a study on the handicrafts, handlooms and warehousing facilities for the Vidharbha Region, May 1999.

### **DOCTORAL THESIS GUIDED**

**Submission of PhD thesis by my student to the University of Mumbai – Dec 2023**

**A Study of Factors Influencing the Diffusion and Adoption of MOOC among the Millennials in Mumbai** – University of Mumbai – Ph.D Scholar – Jinal Sameer Shah, Ph.D Degree Awarded in March 2023

**A Study on the Factors which Influence Online Buying Behavior among College Students in Mumbai** – University of Mumbai – Ph.D. Scholar - Vilasini Jadhav, Ph.D Degree Awarded in December 2017.

**Adoption of Healthy Food Choices among Urban Indians – A Consumer Behavior Study** – University of Mumbai – Ph.D. Scholar - Hardeep Singh, Ph.D Degree Awarded in September 2017.

**Impact of Collectivism on Impulse Buying Behavior in India** – BIT Mesra – Ph.D. Scholar - Manisha Karandikar, Ph.D Degree Awarded in November 2015.

### **PHD THESIS REVIEWED:**

**2022:** Production and Price Behavior of Major Cereals in India, Post Graduate Institute of Agri Business Management, Junagadh Agricultural University, Junagadh, Gujarat

**2022:** Influence of Visual Electronic Word of Mouth on Purchase Intention in Social Commerce, Tata Institute of Social Sciences, Mumbai

**2018:** A Critique of MOOC's Development and An Empirical Exploration of MOOC Users With Special Reference to India, Indian Institute of Foreign Trade, New Delhi

**2016:** A Multi Sector Investigation of Recall: Impact of Product Recall Strategies, Dharmsinh Desai University, Nadiad, Gujarat.

**2016:** To Critically Study and Examine The Determinants of Sales Force Effectiveness and to Evolve a Managerial Model with Specific Reference to Services Sector in Pune Region

**2015:** The Impact of Service Experience and Brand Experience on satisfaction, Service Brand

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Attitude, Brand Equity and Repurchase Intention, IBS ICFAI, Hyderabad

**2012:** A Study on the Influence of Demographics, Psychographics, Shopping Orientation, Mall Shopping Attitude and Shopping Patterns on Mall Patronage, BITS Pilani.

### **IMPORTANT TRAINING PROGRAMMES CONDUCTED**

1. National Insurance Academy – Fundamentals of Brand Management
2. Insurance Institute of India – Brand Management and New Business Environment
3. Insurance Institute of India – Service Quality and ServQual Model
4. INS Hamla – Fundamentals of Marketing
5. UpGrad for Godrej & Boyce – Firming the Fundamentals – Above the Line / Below the Line & Brand Development
6. University of Applied Sciences, Steyr, Austria – Cross Cultural Marketing, Indian Perspective.
7. University of Applied Sciences, Steyr, Austria – Value Based Marketing, Indian Perspective
8. University of Applied Sciences, Steyr, Austria – Global Business Management, Business and Culture in India
9. University of Applied Sciences, Steyr, Austria – India as an Emerging Market – Challenges and Opportunities
10. Godrej & Boyce – Marketing Research
11. Godrej & Boyce – Services Marketing
12. Godrej & Boyce – Building Strong Brands

### **IMPORTANT TRAINING PROGRAMMES / CONFERENCES ATTENDED**

Dec 2024	5 <sup>th</sup> International Staff Week, UCLL University of Applied Sciences, Leuven, Belgium, 2 <sup>nd</sup> Dec 2024 – 6 <sup>th</sup> Dec 2024.
April 2024	Circular Economy and Sustainability: Research and Creating Impact, 25 <sup>th</sup> – 27 <sup>th</sup> April 2024, Faculty and Staff Development Department at Somaiya Vidyavihar University, conducted by Prof Prasanta Dey and Prof Krishna Balthu from Aston Business School, Birmingham, UK.
July 2022	AACSB Annual Accreditation Conference, Asia-Pacific, 8 <sup>th</sup> to 10 <sup>th</sup> June 2022, Singapore Management University, Singapore
April 2019	AACSB International Conference and Annual Meeting, 14 <sup>th</sup> – 16 <sup>th</sup> April 2019, Edinburgh, Scotland
	"Theory building and doing research that is useful for practice" workshop

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- Feb 2019 conducted by Dr. Ramon Rico at the 6th International HR Conference on "Demystifying Team Dynamics" on 1st February 2019 at K J Somaiya Institute of Management
- Oct 2018 AACSB Asia Pacific Annual Conference, 29th – 31st October 2018, Nagoya, Japan.
- Sept 2017 54th Swiss Management Association Conference, THE RIGHT TIMING, Zurich, 7th September, 2017
- Nov 2016 8th Peter Drucker Conference, The Entrepreneurial Society, 17th – 18th November 2016, Vienna, Austria
- Mar 2016 2nd Asian Management Conclave, co-organized by mbauniverse.com and Singapore Management University, Enhancing Competitiveness of Asian Business Schools, 7th & 8th March 2016
- Nov 2015 7th Peter Drucker Forum, Managing in the Digital Age – Claiming our Humanity, 5th & 6th Nov 2015, Vienna, Austria.
- May 2015 "Design Thinking and Innovation – Rethinking the MBA" workshop conducted by Professor Srikant M. Datar, Arthur Lowes Dickinson Professor of Business Administration at Harvard Business School, at New Delhi.
- Feb 2015 "E-Retailing" workshop conducted by Prof Venkatesh Shankar, Professor and Coleman Chair in Marketing and Director of Research, Center for Retailing Studies, Mays Business School, Texas A&M University, at K J Somaiya.
- Sep 2014 "Marketing Analytics For Developing Effective Marketing Strategies", workshop conducted by Prof Arvind Rangaswamy, Anchel Professor of Marketing, The Smeal College of Business, Penn State University, USA, at K J Somaiya.
- Mar 2014 "Building Powerful and Profitable Brands", workshop conducted by Prof Kevin Lane Keller from Tuck School of Business, Dartmouth, USA, at Mumbai, in academic partnership with Draft FCBULKA and K J Somaiya.
- Jan 2014 "Achieving Competitive Superiority Through Service Excellence", workshop conducted by Prof A Parasuraman, Prof A Parasuraman, Professor and Holder of the James W. McLamore Chair in Marketing

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Phone: +91 98206 03002 | Email: [monicak@somaiya.edu](mailto:monicak@somaiya.edu) |

[mokhanna@rediffmail.com](mailto:mokhanna@rediffmail.com)

(endowed by the Burger King Corporation) and Director of PhD, University of Florida, Miami, USA, at K J Somaiya.

- Oct 2012 “Building The Foundations of Management ResearchWorkshop for Doctoral Educators”, conducted by Prof Phanish Puranam, Professor at London Business School, organized by All India Management Association, New Delhi, Centre for Management Education.
- Nov 2009 Preparing for the Next Wave – Innovation as a Key Differentiator – 2-day workshop organized by AI India Management Association AIMA – BMA in Mumbai.
- Feb 2008 2nd Annual Global Forum on Innovation, Creativity, and Intellectual Property – 2-day workshop organized by Confederation of Indian Industries – CII (Western Region) in Mumbai.
- Jan 2008 Entrepreneurship Fundamentals - Concepts, Skills and Case Method – 3-day workshop organized by National Entrepreneurship Network (NEN) at Indian Institute of Management – Bangalore.
- Nov 2007 Managing Work, Living Life – Seminar on Women Managers” organized by the Bombay Management Association.
- April 2007 Case Development Workshop conducted by London Business School in Mumbai.
- Jan 2007 Workshop on “Strategic Marketing” organized by the Bombay Management Association in Mumbai.
- Feb 2006 Workshop on “Customer Satisfaction & Loyalty” organized at K J Somaiya Institute and conducted by Prof Michael Dorsch from Clemson University, South Carolina, USA.
- May –2005 Case Development Workshop conducted by European Case Clearing House at Mumbai.
- Dec –2003 Workshop on “Managing Knowledge in the Global Markets: The Indian Context” organized by Council of Scientific & Industrial Research (CSIR), New Delhi.
- Sep 2002 “Advanced Data Analysis for Marketing Decision Making” at Indian Institute of Management, Ahmedabad.

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- Jan 2001                      Five-day workshop on Data-Warehousing and SAS Programming Essentials at SAS Institute, Mumbai
- Dec 2000                      “Women Entrepreneurs” workshop organized by Jamnalal Bajaj Institute of Management Studies, Mumbai
- Nov -2000                      “Knowledge Management” - 3 days’ workshop organized by Indian Institute of Management, Ahmedabad
- April – May 1997              “Trainers Training Program” at Xavier’s Labour Research Institute- XLRI Jamshedpur

### **MEDIA LINKS**

**BW Education, 22<sup>nd</sup> Aug 2022 New Delhi, Making India a Global Education Hub – Panel Discussion.** Link : <https://bweducation-businessworld.in/cdn.ampproject.org/c/bweducation.businessworld.in/amp/article/Making-India-A-Global-Education-Hub/22-08-2022-443204>

### **ASMA, Indian Admission Hunt 2021**

Invited as a Panel member at B – School Summit, Adoption of Social Media in Academia (ASMA) India’s Admission Hunt 2021, How Can Statistics and Data Analysis Help Students In Decision Making?

(Youtube link: <https://youtu.be/ekNDSeX2VV8> )

GMAC - October 2019 - <https://youtu.be/FxiFH6xc1YY>

Business World Education Conclave - November 2019 - <https://youtu.be/ZNHbu6zRomw>

### **The Week advertorial**

<https://www.theweek.in/education/latest/2020/10/30/Management-Education-Must-Be-In-Sync-or-A-Step-Ahead-of-Industry-Requirements.html>.

### **Article/interview on Education 4.0**

<https://www.outlookbusiness.com/enterprise/outlook-business-commercial-initiative/catch-the-new-wave-education-40-vs-industry-40-6124>



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<https://www.theweek.in/education/latest/2020/10/30/Management-Education-Must-Be-In-Sync-or-A-Step-Ahead-of-Industry-Requirements.html>

<https://timesofindia.indiatimes.com/home/education/news/redefining-the-purpose-pedagogy-of-b-schools-dr-monica-khanna-director-k-j-somaiya-institute-of-management/articleshow/79993595.cms?>

### **HONORS & AWARDS**

- 2023 Invited as a Panel Speaker at ‘Avant Garde’, a corporate panel discussion organized as part of the Purple Fest at Goa, organized by the Govt of Goa, NHRDN and other organizations, 10<sup>th</sup> Jan 2024. The topic of my panel discussion was on ‘Importance of Allyship’ for the disabled.
- 2023 Invited to present at the Education Leaders Conclave organized by Harvard Business Publishing Education and Yangpoo Executive Education on 12<sup>th</sup> Oct 2023, Mumbai. The topic of my presentation was : Enhancing Learning through Teaching – A Model for Enriched Curriculum.
- 2023 Invited to present online at the Beijing Humboldt 2023 Forum held on 17<sup>th</sup> Sept 2023. The topic of my presentation was - Challenges in Global SCM : Movement of Goods and Services from the Developed to the Developing Economies.
- 2023 Invited as moderator of the panel discussion on “Diversity and Inclusion – A Game Changer”, organized by World Confederation of Productivity Sciences (India) Productivity and Business Conference, India International Centre, New Delhi, 17<sup>th</sup> Aug 2023.
- 2023 Invited as one of the Panel Member Speakers at the G20 EMPOWER Inception Meeting held on 11<sup>th</sup> and 12<sup>th</sup> Feb 2023 at Agra. The topic of the panel discussion was “Advancing Partnerships and Resourcing for Adoption of Best Practices of Women Led Entrepreneurship”.
- 2022 Invited as Member of the Panel Discussion organized by Business World BW Education for their Education Summit - Transformation of Education through Technology and Skilling on the topic “India’s Prospects as Global Education Hub”, on 20<sup>th</sup> August 2022, Mumbai.
- 2022 Invited as Member of the Panel Discussion organized by Dun & Bradstreet for their People Leadership Summit “Effective Employee Engagement in a Hybrid Work Environment ” on 27<sup>th</sup> May 2022,

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Mumbai.

- 2022 Invited as Speaker by the Education Promotion Society of India for the 4th Indian B-Schools" Leadership Conclave 2022 on "Reimagining the Indian Business Education in the Post Pandemic World" on 14th May,2022, New Delhi.
- 2021 Invited as Chief Guest for the 5<sup>th</sup> National Young Managers Simulation Championship, Organized by All India Management Association (AIMA), 16<sup>th</sup> Dec 2021 (Online Mode)
- 2021 Discussion on "Research Career and Academic Leadership", held by IRMA, Anand on 16<sup>th</sup> Nov 2021 (online).
- 2021 Invited as one of the Panel Speakers at the DOCMAD | Panel Discussion on "Research Career and Academic Leadership", held by IRMA, Anand on 16<sup>th</sup> Nov 2021 (online).
- 2021 Invited as one of the Keynote Speakers at International Scientific Conference Global Challenges of Digital Transformation of Markets (GDTM 2021). Title of Keynote Speech : Using the Digital Revolution for Integration, Inclusivity and Sustainability of Humanity - Experiences from India, 29<sup>th</sup> September 2021, Peter the Great St. Petersburg Polytechnic University (online).
- 2021 Invited as one of the Panel Speakers at the 2<sup>nd</sup> Research Clinic & Doctoral Consortium (RCDC)-2021 on Advances in Management Research, held by Fortune Institute of International Business (FIIB), New Delhi on 7<sup>th</sup> August 2021 ( online ).
- 2021-2023 Elected as Member of the Executive Council of AIMA – All India Management Association.
- 2021 Certification of Appreciation – Distinguished Speaker at S&SE Asian UN Sub-Committee Webinar: 1<sup>st</sup> Innovation and Entrepreneurship Education Forum – 23<sup>rd</sup> September 2021.
- 2021 Letter of Appreciation – Participated in International Professional and Public Accreditation of Cluster of Academic Programs in The Areas of Training: "Trade Business", Institute of Industrial Management, Economics and Trade, Peter the Great St. Petersburg Polytechnic University, Russia, 21<sup>st</sup> April 2021, online mode.
- 2019-2021 Elected as Member of the Executive Council of AIMA – All India Management Association

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2019	Guest Speaker at the Indian Education Congress 2019
2019	50 Education Innovative Leaders Award, World Innovation Congress
2017	“Y K Bhushan 100 Most Dedicated Teachers of India” Award at the World Education Congress
2018	Best Institute of Somaiya Vidyavihar Award – Founder’s Day Celebrations
2017-2019	Elected as Member of the Executive Council of AIMA – All India Management Association
2017	Invited as a Member of UGC appointed committee for inspection of Thiagarajar Institute of Management, Madurai, India
2016	Invited as a Member of UGC appointed committee for inspection of Coimbatore Institute of Management and Technology, Coimbatore, India.
2015-2017	Elected as Member of the Executive Council of AIMA – All India Management Association
2016	Invited Member of Panel of Judges for the Ramkrishna Bajaj National Quality Awards, 2015 by Indian Merchants Chamber.
2016	Invited as Member of the Board of Studies of Amity Business School, Amity University
2015-2016	Independent Lady Director – Entegra Ltd – an S Kumar Group Company
2015	Book reviewer for the book on Strategic Brand Management by Kevin Lane Keller, M G Parameswaran and Isaac Jacob (Indian Adaptation), 4th Edition, Pearson Education, along with testimonial.
2014	Book reviewer for the book on Consumer Behavior by Leon G. Schiffman, Joseph Wisenblit and S. Ramesh Kumar (Indian Adaptation), 11th Edition, Pearson Education, along with testimonial.
2014	Provost’s Award for Excellence in Teaching by the Somaiya

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Vidyavihar, promoting trustee of the K J Somaiya Institute of Management.

- 2014 Award for Excellence in Teaching by K J Somaiya Institute of Management on Teacher's Day celebrations.
- 2010 Awarded "Women Super Achievers Award" at the 18th Dewang Mehta Business School Awards.
- 2010 Awarded "Outstanding Contribution to Teaching" by the Higher Education Forum.
- 2010 Book Reviewer – Principles of Marketing, Pearson Education - Kotler, Armstrong, Agnihotri, Ehsaan UI Haque – Edition 13.
- 2009-2011 Elected as Member of the Executive Council of the Bombay Management Association.
- 2008 Book Reviewer - Marketing Management – South Asian Perspective, Pearson Education - Kotler, Keller, Koshy, Jha – Edition 13.
- 2007 "Best Teacher of Management" Award by the Bombay Management Association.
- 2006 Book Reviewer - Marketing Management – South Asian Perspective, Pearson Education - Kotler, Keller, Koshy, Jha – Edition 12(IE).
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**Date of Birth: 8<sup>th</sup> May 1964**

**Age: 60 years**

**Place of Birth: Varanasi, India**

**LinkedIn Profile :** [\(32\) Dr Monica Khanna | LinkedIn](#) |

**Google Scholar :** [MONICA KHANNA - Google Scholar](#)

Vidwan Id: 451559

[Vidwan | Profile Page](#)

**CV Updated on: 11<sup>th</sup> March 2025**

**Mumbai, India**